

## VISUAL IDENTITY STANDARDS



Signature design should never be altered

NO outlines , inner or outer glows, and drop shadows

## VISUAL IDENTITY STANDARDS



Signature shape should never be altered

NO distortion, smushing or bloating

## VISUAL IDENTITY STANDARDS



Signature color should never be changed  
from the signature colors provided in the Toolkit

## VISUAL IDENTITY STANDARDS



Signature should never be placed over colors not in the core colors provided on the Toolkit

## VISUAL IDENTITY STANDARDS



Leave space surrounding the signature equal to or greater than the width of the **w** in the signature type

Protect the signature

## VISUAL IDENTITY STANDARDS



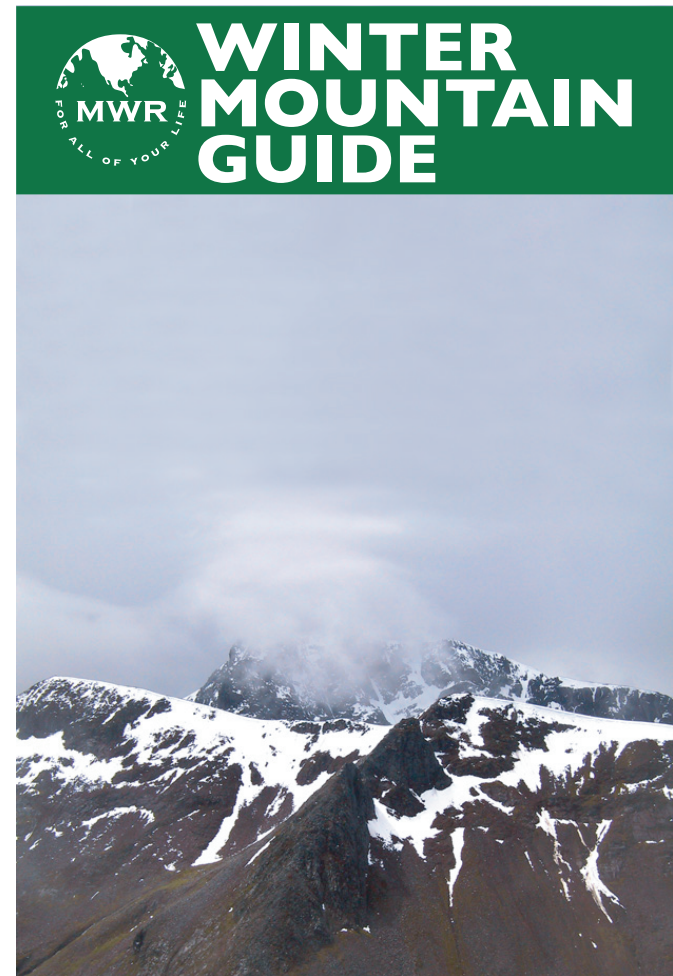
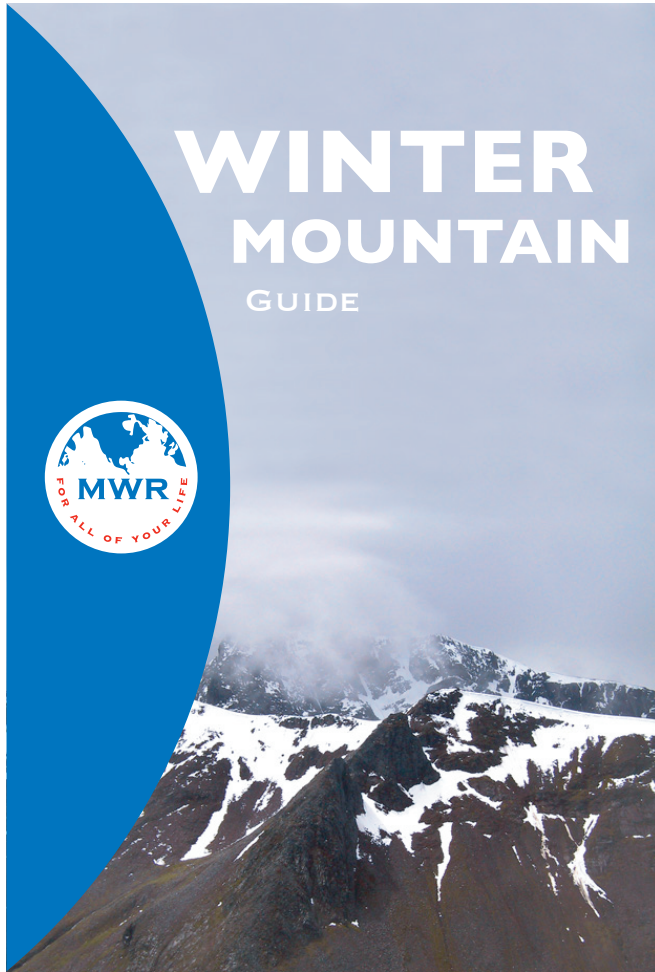
Signature fonts should never be changed or substituted

## VISUAL IDENTITY STANDARDS



Signature files should never be altered

NO changing, added, or deleting parts of the signature





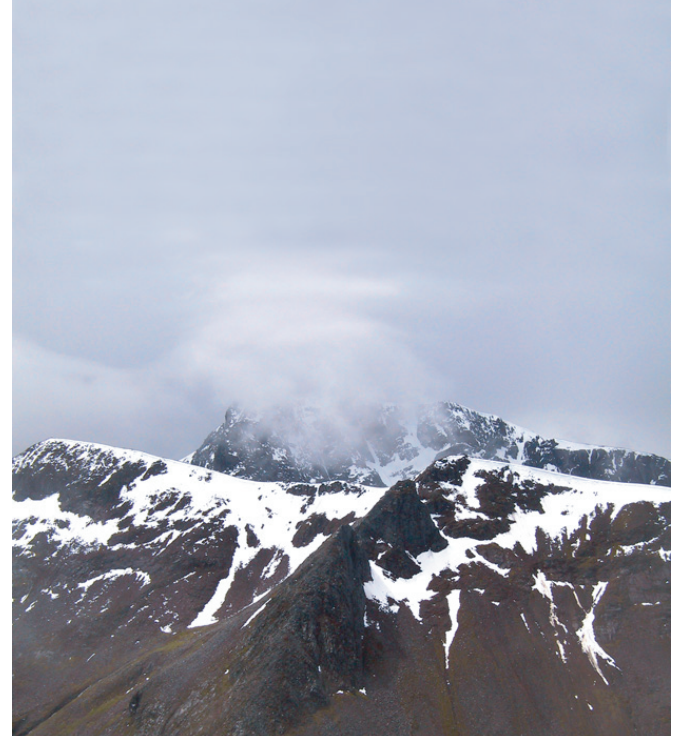
# WINTER MOUNTAIN GUIDE

- skiing
- snowboarding
- snowshoeing



# WINTER MOUNTAIN GUIDE

Alpine Skiing Snowboarding Snowshoeing



# WINTER MOUNTAIN

GUIDE



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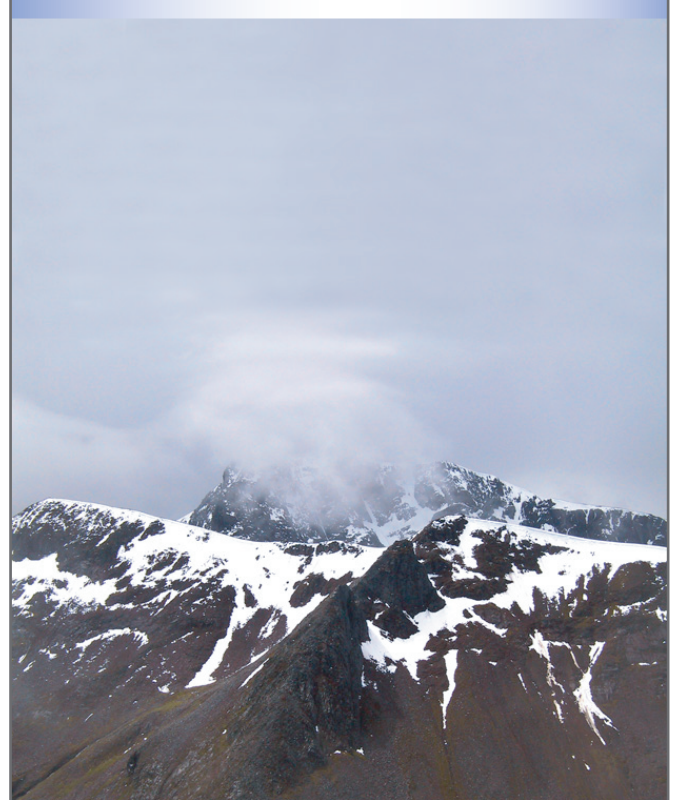
# WINTER MOUNTAIN

GUIDE



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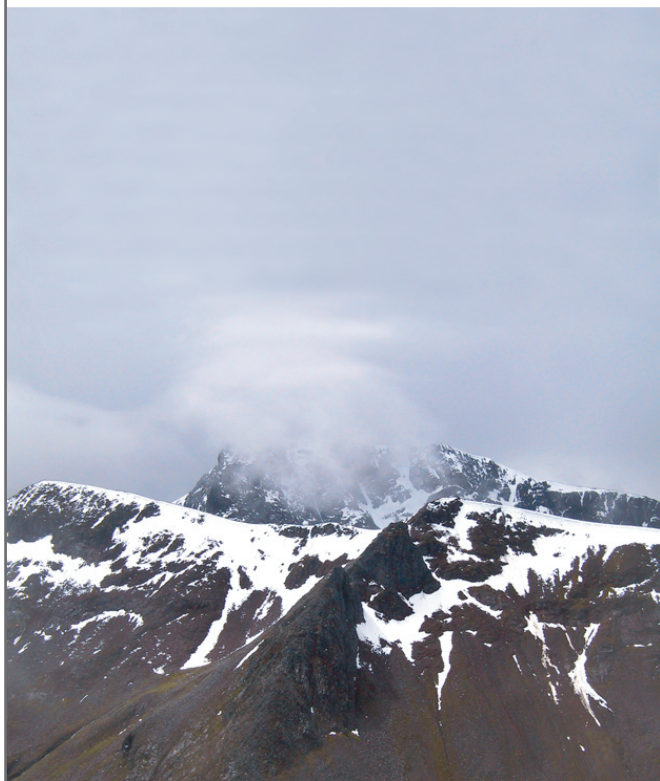
# WINTER MOUNTAIN

GUIDE

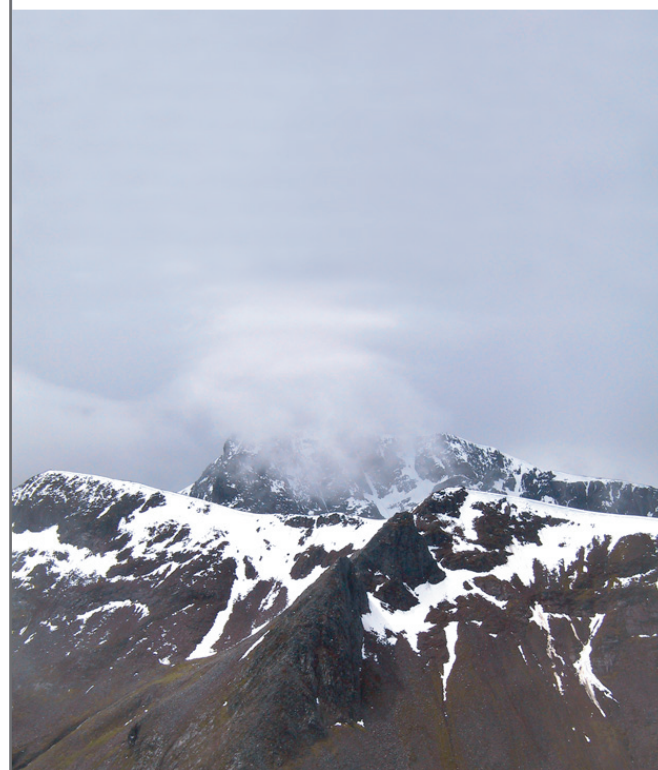




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